



COUNTY OF LOS ANGELES
Public Health

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December 18, 2007

TO: Each Health Deputy

FROM: Paul Simon, M.D., M.P.H. *PL*
Director, Division of Chronic Disease and Injury Prevention

Jean Armbruster
Director, Policies for Livable Active Communities and Environments

**SUBJECT: FUNDING RECOMMENDATION FOR REQUEST FOR PROPOSALS
(RFP) FOR TECHNICAL ASSISTANCE COORDINATOR RELATED TO
THE PLACE PROGRAM**

This is to inform you of the Department of Public Health's (DPH) funding recommendation resulting from a recently completed Request for Proposals (RFP) process to hire a Technical Assistance Coordinator. We are proposing to hire Kendall Planning + Design based in Santa Monica, California to provide services in response to this RFP for a total of \$273,647 over a period of three years and four months. As part of this contract, Kendall Planning + Design will be allocated a separate sum of up to \$393,315 to subcontract with land use and community design experts to assist grantees over the grant period of three years and four months. The maximum total budget for this contract is \$666,962.

In the last four months, DPH's Policies for Livable Active Communities and Environments (PLACE) Program released two solicitations for proposals. The first, a Request For Initiatives (RFI) released on August 17, 2007, will fund grantees to promote changes in the built environment that make it easy for people to incorporate physical activity into their daily lives (i.e. improved walkability/bikability, safe walking/biking routes to school, access to parks). The second, a Request for Proposals released October 5, 2007, will fund a Technical Assistance (TA) Coordinator that will meet RFI grantees' needs for organizational and technical support and subcontract with land use and community design experts to provide additional technical expertise. Recommendations in this memo refer to the Technical Assistance Coordinator

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Advertising and response to RFP

In order to solicit proposals, the RFP was advertised in multiple ways. Before the RFP was released, DPH advertised the RFP in the Los Angeles Times and the Daily News. In addition, the RFP was advertised on two listservs and was posted on two County web sites: the website for the Department of Public Health and for the PLACE Program. Further, an announcement about the RFP was mailed to approximately 45 consultants regarding the upcoming funding opportunity. Three proposals were submitted to DPH.

Review process

The review panel was comprised of four County Public Health staff and took place on November 8, 2007. County staff used a standardized scoring tool to rate all the proposals. In-person interviews were held with the top two applicants on Tuesday, November 13, 2007. After the interviews, references were called for both top candidates.

Funding Notification

DPH notified applicant agencies regarding the attached funding recommendation on December 6, 2007 contingent upon Board approval. DPH will begin contract negotiations and contract development so that services may begin on March 1, 2008 pending Board of Supervisors approval. If we do not hear from you by 5 p.m. on January 2, 2008, DPH staff will proceed with the contract negotiation process.

If you have any questions or need additional information please contact Jean Armbruster at:
(213) 351-7313.

PS:JA:ga

Attachment

c: Jonathan E. Fielding, M.D., M.P.H.
Jonathan E. Freedman
Sheila Shima
Richard Mason

Attachment #1
Request For Proposals (RFP) for Technical Assistance Coordinator
Department of Public Health
PLACE 2007 – 02

Agencies Not Recommended for Technical Assistance Coordinator Funding:

Agency Name	Funding Request
Ryan Snyder Associates 431 South Burnside Avenue#C Los Angeles, CA 90036	\$273,667
RBF Consulting 14725 Alton Parkway Irvine, CA 92618	\$273,567